

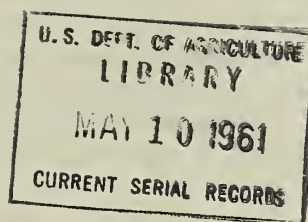
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CONSUMER PURCHASES OF



# CITRUS AND OTHER JUICES

FEBRUARY 1961

CPFJ-114

U. S. DEPARTMENT OF AGRICULTURE  
ECONOMIC RESEARCH SERVICE  
IN COOPERATION WITH  
THE FLORIDA CITRUS COMMISSION

## PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, canned grapefruit sections, and canned fruit drinks. Beginning with January 1961, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 10,000 household consumers. This is an expansion of the sample of about 6,000 households that was used from 1954 through 1960.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice. However, the data are considered reliable indicators of both trends and relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

April 1961

Based on data collected for the Florida Citrus Commission by the  
Market Research Corporation of America



Growth Through Agricultural Progress

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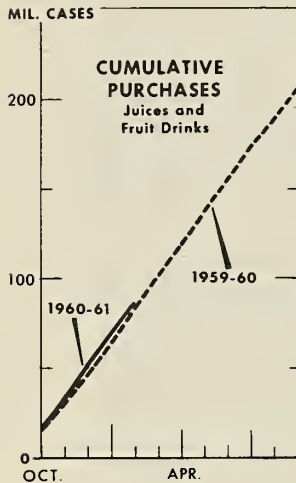
CONSUMER PURCHASES OF CITRUS AND OTHER JUICES  
FEBRUARY 1961

By Clive E. Johnson  
Market Development Research Division  
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases by hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons.

SUMMARY

In February 1961 household consumers purchased the equivalent of 17.7 million cases of frozen concentrated juices, canned single-strength juices, and canned fruit drinks. This was 5 percent, or 900,000 cases, less than was bought in the same month of 1960. The loss was accounted for by a reduction in purchases of frozen concentrated and canned single-strength juices. Cumulative purchases of juices and drinks in the season beginning with October 1960 remained ahead of the corresponding period of 1959-60, as illustrated by the chart in the margin, but the gain was narrower than in the preceding month.



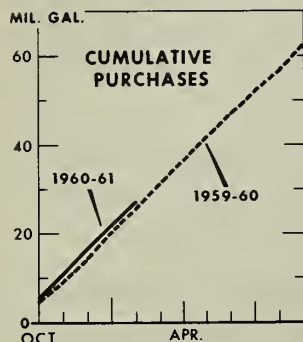
Purchases of orange products were down in total from February 1960, with frozen orange concentrate off 5 percent and canned orange juice off 40 percent. These losses, however, were partially offset by heavier buying of chilled orange juice and canned orange drink.

Movement of canned grapefruit sections held about the same, but canned grapefruit juice was down 10 percent. Pineapple-grapefruit drink declined more moderately, and small declines were reported for prune and miscellaneous canned juices. Purchases of pineapple juice were up 10 percent, the only gain reported among canned single-strength juices.

Movement of oranges for fresh use in February 1961 was about 20 percent below the same month of 1960. Processing of oranges through February approached the volume of a year earlier, but supplies of frozen orange concentrate and canned orange juice were down. Movement of grapefruit for fresh use was moderately smaller than in February 1960. Utilization for processing was far behind the preceding season, and canners' inventories of canned grapefruit juice and canned grapefruit sections were comparatively small.

## FROZEN AND CHILLED JUICES

### MONTHLY PURCHASES OF FROZEN ORANGE CONCENTRATE CONTINUE TO DECLINE



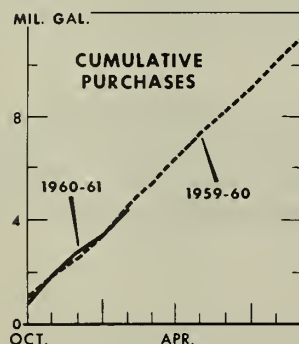
The quantity of frozen concentrated orange juice bought for household use in February 1961 was 5 percent, or 300,000 gallons, less than a year earlier, and was less than purchases in most months since that time. <sup>1/</sup> Nevertheless, as movement of other products was also down, frozen orange concentrate continued to have a 33-percent share of the total consumer market for juices and canned fruit drinks. Cumulative purchases for the season, as shown by the chart, remained 6 percent ahead of the corresponding 5 months of 1959-60 as a result of heavy buying during October-December.

The comparatively low February volume reflected a decrease in the average size of purchase to 7.2 cans per buying family. A little more than 28 percent of families bought the concentrate.

The uptrend in retail prices continued, with the February price of 21.7 cents per 6-ounce can the highest since November 1959, when the average was 22.1 cents. (See page 12.)

Production of frozen orange concentrate through February was ahead of output in the corresponding portion of the 1959-60 season. However, as processors' inventories were relatively small at the beginning of the season, supplies of the concentrate at the end of February were down from a year earlier.

### MISCELLANEOUS FROZEN CONCENTRATES OFF MORE SHARPLY



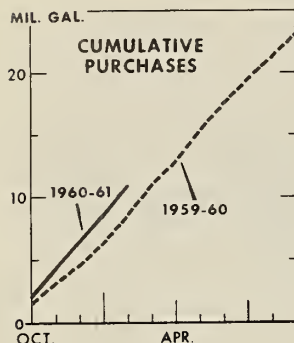
Retail purchases of miscellaneous frozen concentrates were down about 14 percent, or 140,000 gallons, from February 1960. As a result, cumulative purchases for the season dropped a little below the same months of 1959-60.

The average 6-ounce can of these products cost consumers 19 cents in February. This was an increase of only 0.1 cent over a year earlier in contrast to a rise of 3.5 cents in the retail price of frozen orange concentrate.

<sup>1/</sup> Monthly and cumulative data are for 28-day periods to facilitate comparisons.



## HEAVY DEMAND FOR CHILLED ORANGE JUICE CONTINUES



Retail movement of chilled orange juice climbed to 2.3 million gallons in February to equal the previous high reported for the product. This was a 6-percent gain over a year earlier, and a heavier than average January-February increase. In terms of total consumption of orange juices, however, the gain in chilled orange juice was more than offset by a reduction in purchases of frozen orange concentrate.

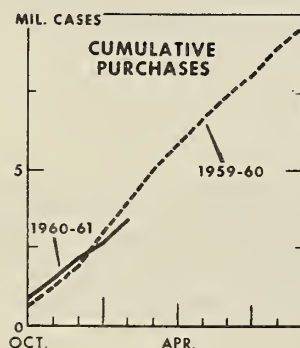
Chilled orange juice purchases have averaged nearly 2.2 million gallons per month since October, 27 percent more than in the same 5 months of 1959-60.

The gain over February a year earlier was generated by an increase in size of the monthly purchase to 3.4 quarts per buying family. About 5 percent of families bought, the same as in February 1960, but a little greater proportion than in most months since that time.

Retail prices, steady at 39.6 cents per quart, were up 0.8 cent from February 1960. (See page 13.)

## CANNED SINGLE-STRENGTH JUICES

### CANNED ORANGE JUICE AT RECORD LOW



Less than 6 percent of families bought canned orange juice in February, and purchases were off 40 percent, or 420,000 cases, from a year earlier. Both the volume of purchases and proportion of families buying were new lows for the month in the 12-year series.

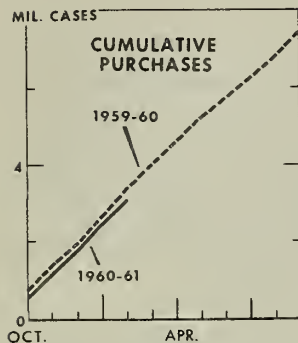
Total retail movement for the season, also a new low, was 15 percent below a year earlier, as shown by the chart.

Retail prices, which averaged 42 cents per 46-ounce can in February, were up 5 cents for a substantially greater rise than reported for other products. Prices were the highest since November 1959, when the average was 43.9 cents. (See page 14.)

Production of canned orange juice through February of the current season was only about three-fourths as great as in the corresponding portion of 1959-60. Cannery inventories were also down.



## GRAPEFRUIT JUICE HOLDS AT DEPRESSED LEVEL

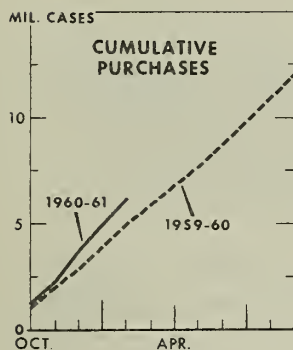


The proportion of families buying grapefruit juice fell to 5 percent in February, and purchases were down 67,000 cases or 10 percent in comparison with the same month of 1960. Both the proportion of families buying and the volume of purchases fell to low marks for the month in this 12-year series. Purchases have been at depressed levels during the 1960-61 season, and cumulative movement is 9 percent behind the corresponding period of 1959-60.

An average 46-ounce can of grapefruit juice cost consumers 31.6 cents, almost as much as in February 1960 and a little more than in most months since that time. (See page 15.)

Production of grapefruit juice was about half as great through February as in the same period of 1959-60. Canners' inventories were also substantially smaller.

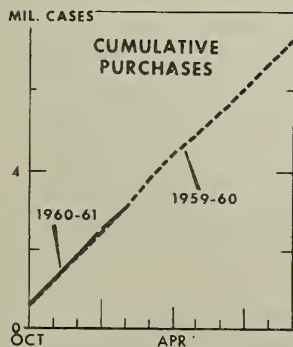
## PINEAPPLE JUICE CONTINUES TO GAIN



Retail sales of pineapple juice increased 10 percent over the relatively high volume of February 1960, in sharp contrast to the declines reported for other canned juices. Purchases of this product amounted to 18 percent of the total movement of canned juices compared with 16 percent a year earlier. Cumulative purchases for the season were 24 percent ahead of 1959-60. These gains were largely accounted for by heavier purchases per buying family.

Retail prices averaged 28.7 cents for a 46-ounce can of pineapple juice, 2.8 cents less than a year earlier, or about the same as the 5-year average. Among reported products, only pineapple-grapefruit drink was bought at a lower price. (See page 16.)

## PRUNE JUICE DOWN SLIGHTLY

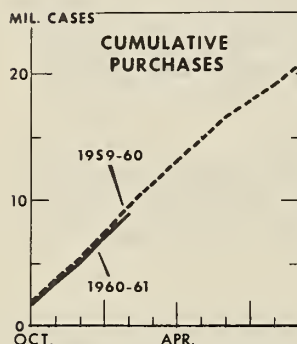


February purchases of prune juice at 643,000 cases were almost as great as a year earlier. Cumulative purchases for the season beginning October were also nearly the same as in the corresponding period of 1959-60.

Buying-family consumption of prune juice amounted to 2.3 quarts among the 7 percent of families purchasing. The proportion of families buying was smaller than in the preceding February, but most of that loss was offset by a larger purchase per family.

Prices paid for prune juice advanced 0.7 cent over a year earlier to 44.1 cents per quart. This was about the same as the May 1959 high. (See page 17.)

## TOMATO JUICE ABOUT THE SAME

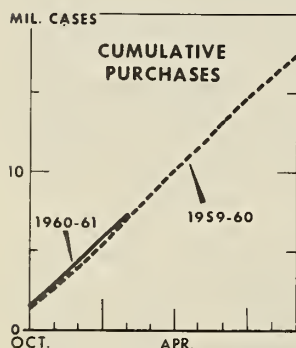


Purchases of tomato juice amounted to about 2 million cases, almost the same as in the preceding February. This volume represented 30 percent of total purchases of canned juices in February, a gain of 2 percentage points in share of market over a year earlier. Total purchases for the season, nevertheless, remained about 5 percent below the same period of 1959-60.

Purchases averaged 2.1 cans per buying family, with close to 17 percent of the Nation's families making one or more purchases during the month. This represented a larger size of purchase than a year earlier but fewer families bought.

Retail prices averaged 28.7 cents per 46-ounce can compared with 27.9 cents in the preceding February. (See page 18.)

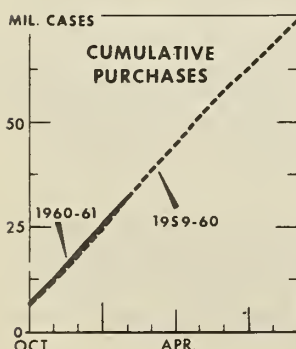
## MISCELLANEOUS JUICES SLIP A LITTLE



Retail purchases of miscellaneous juices in February were down 61,000 cases, or 4 percent, from a year earlier. Nevertheless, as movement was comparatively heavy October through December, cumulative purchases remained moderately ahead of the preceding season.

The smaller February volume reflected fewer families buying, with family consumption at 1.4 cans holding about the same. An average 46-ounce can of miscellaneous juices cost consumers 37.9 cents, 0.6 cent more than a year earlier. (See table 12, page 22.)

## TOTAL MOVEMENT OF CANNED JUICES OFF MODERATELY



With reduced buying reported for canned juices other than pineapple, total purchases were down 7 percent, or 473,000 cases, from February 1960. Retail movement of these products represented a 37-percent share of the total consumer market for juices and fruit drinks, a slight decline from a year earlier. The lower February volume, together with the decline in January, brought the cumulative total for the season down to about the level of the corresponding period of 1959-60.

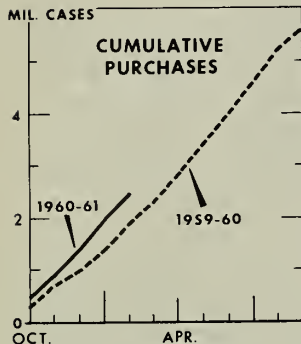
About 43 percent of the Nation's families bought one or more canned juices during the month. Purchases



among these families averaged 2.7 cans of 46 ounces each. (See table 14, page 23.)

## CANNED SINGLE-STRENGTH FRUIT DRINKS

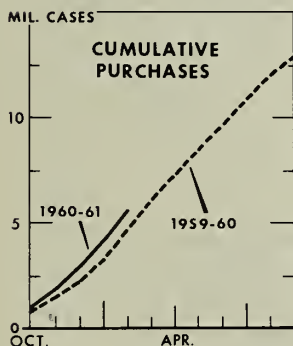
### RECORD MOVEMENT OF CANNED ORANGE DRINK



Purchases of canned orange drink were down contra-seasonally from January, but were 24 percent, 100,000 cases, greater than in February 1960. This was the third month in succession in which purchases rose to a new monthly peak, and cumulative buying for the season through February was 35 percent ahead of 1959-60.

Buying-family purchases at 2.4 cans for the month, were substantially larger than in February 1960. The proportion of families buying, however, held at about 3.7 percent. Retail prices were up 0.2 cent from a year earlier, to equal the previous high of 31.7 cents per 46-ounce can. (See page 19.)

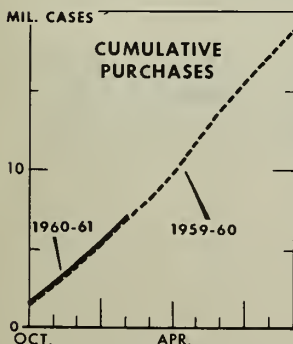
### FEBRUARY PURCHASES OF PINEAPPLE-GRAPEFRUIT DRINK OFF MODERATELY



Retail movement of pineapple-grapefruit drink was also down contra-seasonally from January and was 6 percent, or 80,000 cases, below the February 1960 level. This was the first time for several months that purchases failed to gain substantially over a year earlier, and cumulative buying remained well ahead of the corresponding period of 1959-60.

Purchases averaged  $2\frac{1}{2}$  cans among the 9 percent of families buying the product; both components were smaller than a year earlier. A 46-ounce can of the drink cost an average of 27.5 cents, 1.6 cents less than in February 1960. This was 1.2 to 14.5 cents below prices paid for other reported products commonly purchased in 46-ounce cans. (See page 20.)

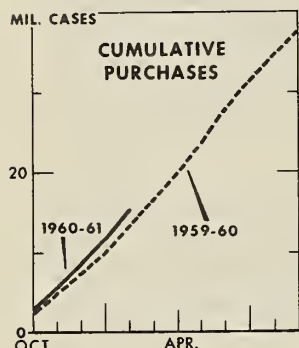
### MISCELLANEOUS CANNED FRUIT DRINKS MAKE SOME GAIN



The buying-family purchase and the total consumer purchase of miscellaneous fruit drinks at 1.5 million cases were slightly larger than in February 1960. Total purchases for the season were only moderately above a year earlier in contrast to the substantial gains made by the two individually reported drinks--orange and pineapple-grapefruit.

Prices paid for a 46-ounce can of miscellaneous fruit drinks averaged 34.1 cents, 1.4 cents less than a year earlier. Buying-family consumption, for the 11 percent of families using these products, amounted to 2.4 cans. (See table 13, page 22.)

## FRUIT DRINKS GAIN IN TOTAL



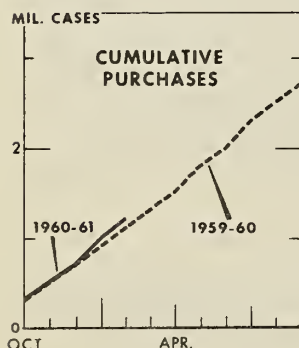
Household consumers bought slightly more canned fruit drinks in February 1961 than a year earlier, in contrast to the decline in purchases of frozen concentrated and canned single-strength juices. The canned fruit drinks had a 19-percent share of the consumer market for juices and canned fruit drinks in February, a slightly larger proportion than a year earlier.

Cumulative purchases for the season were up 14 percent, or 1.9 million cases, from a year earlier. This increase about equaled the combined gain made by frozen concentrated and canned single-strength juices.

About 20 percent of the Nation's families purchased one or more fruit drinks during the month. The average size of purchase among these families amounted to 3 cans of 46 ounces each. Comparable data were not available for a year earlier. (See table 14, page 23.)

## CANNED FRUIT

### CANNED GRAPEFRUIT SECTIONS STEADY



Canned grapefruit sections were bought in about the same quantity as in February 1960. Movement for the season beginning with October held 8 percent ahead of the year-earlier volume. The proportion of families buying at about 4 percent, and the average size of purchase per buying-family at 3.3 cans were also the same.

Retail prices were up 0.8 cent to 21.4 cents per No. 303 can. (See page 21.)

Production of canned grapefruit sections through February was off about 7 percent from the corresponding period of the preceding season. Cannery inventories were off still more.



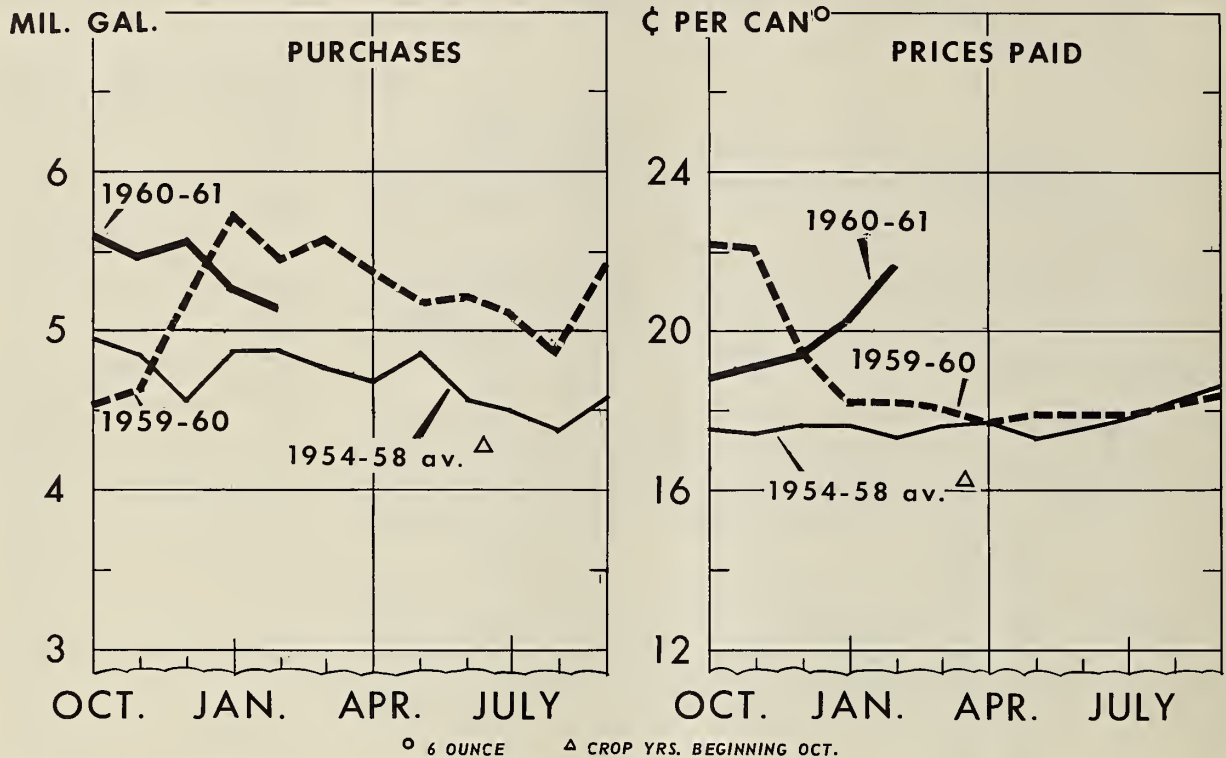
Table 1. SUMMARY: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid for selected citrus juices and other products, February 1960 and 1959 <sup>1/</sup>

Commodity	Total purchases			Proportion of families buying		Purchases per buying family					Average price paid per actual unit	
	Feb. 1960	Feb. 1959	Change 1960-59	Percent 1960	Percent 1959	Number 1960	Number 1959	Average size of purchase 1960	Average size of purchase 1959	Quantity per month 1960	Unit 1960	Unit 1959
FROZEN CONCENTRATED JUICES:	1,000	1,000										
Orange	5,149	5,444	-5	28.5	28.1	2.1	2.1	20.5	22.8	43	6-oz.	18.2
Miscellaneous	911	1,054	-14					15.8		48	6-oz.	18.9
Total	6,060	6,498	-7									
CHILLED ORANGE JUICE	2,288	2,153	+6	5.0	5.1	2.6	2.7	41.7	38.0	108	32-oz.	38.8
CANNED SINGLE-STRENGTH JUICES:	1,000	1,000										
Orange	645	1,066	-40	5.9	9.9	1.7	1.6	52.2	55.6	89	46-oz.	37.0
Grapefruit <sup>2/</sup>	619	686	-10	5.2	6.0	1.5	1.5	63.9	64.2	96	46-oz.	31.7
Pineapple	1,204	1,099	+10	10.1	10.5	1.4	1.4	67.7	61.8	95	46-oz.	31.5
Prune <sup>2/</sup>	643	661	-3	6.9	8.0	1.8	1.7	41.2	39.9	74	32-oz.	43.4
Tomato <sup>2/</sup>	1,958	1,969	-1	16.7	18.7	1.6	1.5	60.2	59.4	96	46-oz.	27.9
Miscellaneous <sup>2/</sup>	1,497	1,558	-4	17.7	19.6	1.7	1.6	39.2	40.7	67	46-oz.	37.3
Total	6,566	7,039	-7	43.4		2.4		52.0		125		
CANNED SINGLE-STRENGTH FRUIT DRINKS:												
Orange	514	414	+24	3.7	3.6	1.5	1.4	74.1	68.9	111	46-oz.	31.5
Pineapple-grapefruit <sup>2/</sup>	1,274	1,354	-6	8.8	9.6	1.4	1.5	83.6	81.4	117	46-oz.	27.5
Miscellaneous fruit <sup>2/</sup>	1,530	1,495	+2	11.4	11.9	1.7	1.7	64.1	62.3	109	46-oz.	34.1
Total	3,318	3,263	+2	20.1		1.9		72.1		137		
CANNED GRAPEFRUIT SECTIONS	226	222	+2	3.9	3.9	1.5	1.4	35.0	37.7	52	No. 303 Can	20.6

<sup>1/</sup> Monthly data are for 4-week (28-day) periods to facilitate comparisons. <sup>2/</sup> Total purchases and proportions of families buying for February 1960 revised upward to provide comparability with new sample. <sup>3/</sup> Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections.

# FROZEN CONCENTRATED ORANGE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 1

ECONOMIC RESEARCH SERVICE

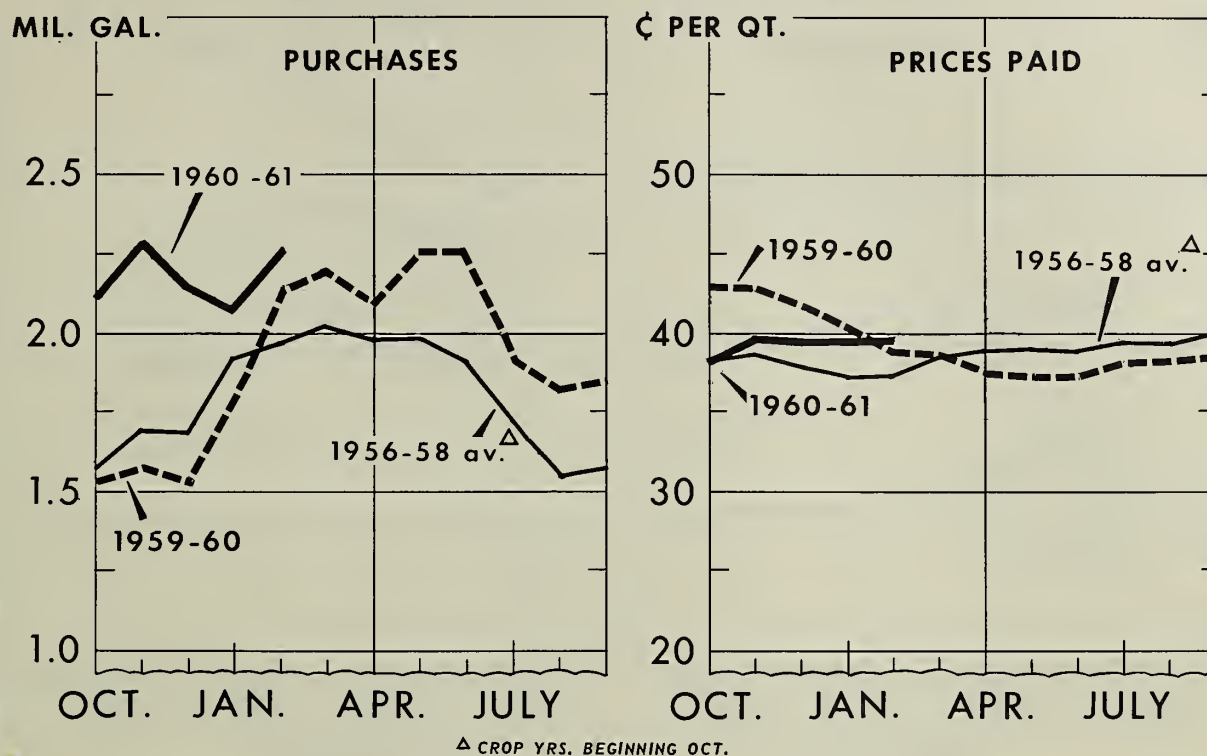
Table 2.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period <sup>1/</sup>	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,616	4,560	4,957	29.1	26.9	46	41	18.8	22.2	17.5
Nov.	5,458	4,634	4,856	30.1	26.7	46	43	19.1	22.1	17.4
Dec.	5,552	5,138	4,563	30.1	27.9	45	45	19.4	19.4	17.6
Oct.-Dec.	16,626	14,332	14,376							
Jan.	5,257	5,730	4,871	30.2	30.3	41	45	20.3	18.2	17.6
Feb.	5,149	5,444	4,879	28.5	28.1	43	48	21.7	18.2	17.3
Mar.		5,579	4,771		27.8		50		18.1	17.6
Oct.-Mar.		32,085	28,897							
Apr.		5,385	4,692		28.3		45		17.8	17.7
May		5,213	4,874		27.7		46		18.0	17.3
Jun.		5,232	4,566		28.3		44		17.9	17.5
Oct.-Jun.		46,915	43,029							
Jul.		5,081	4,497		27.2		45		17.9	17.8
Aug.		4,879	4,386		27.5		43		18.1	18.3
Sep.		5,433	4,592		29.3		44		18.3	18.6
Season		62,308	56,504						18.8	17.7

<sup>1/</sup> Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

# CHILLED ORANGE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 2

ECONOMIC RESEARCH SERVICE

Table 3.-- CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

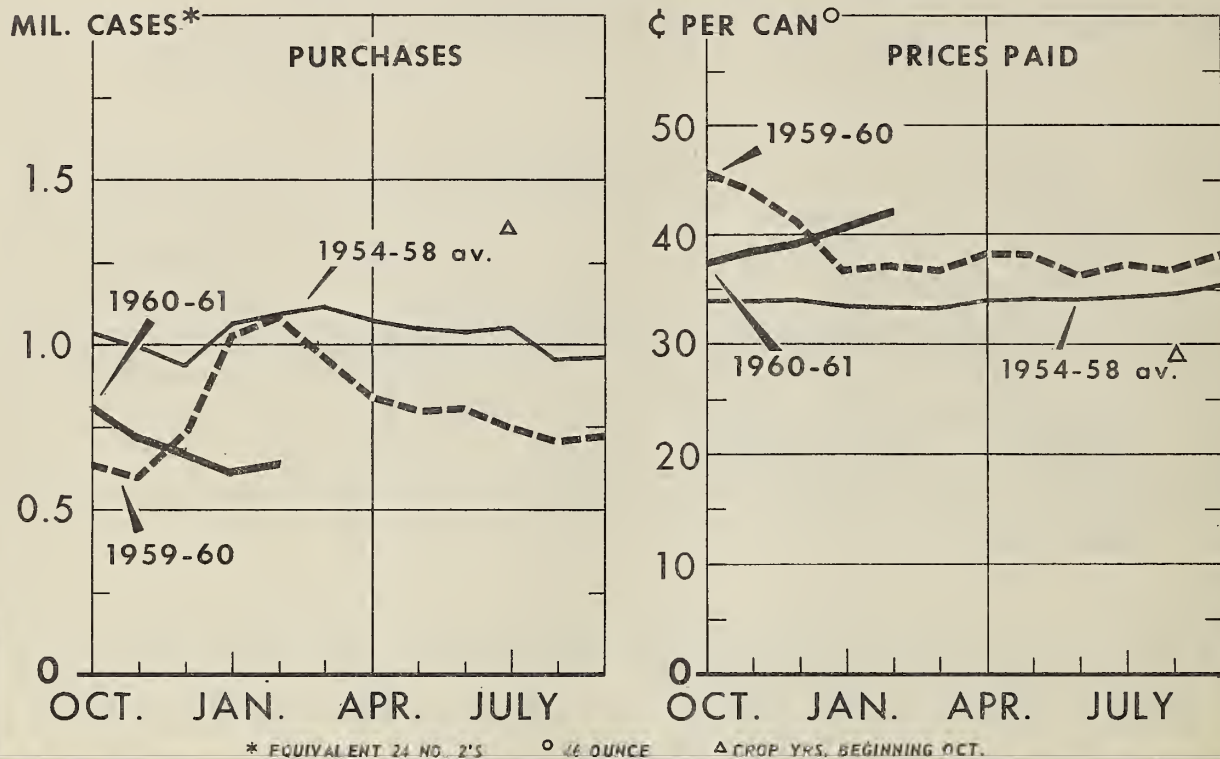
Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1960-1961	1959-1960	Average 1956-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1956-58
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,112	1,539	1,574	4.7	3.7	109	103	38.2	42.7	38.5
Nov.	2,282	1,573	1,692	4.9	3.4	110	116	39.7	42.6	38.7
Dec.	2,122	1,532	1,690	4.6	3.5	112	110	39.4	41.7	38.0
Oct.-Dec.	6,516	4,644	4,956							
Jan.	2,070	1,798	1,932	4.7	4.1	104	110	39.6	40.2	37.3
Feb.	2,288	2,153	1,979	5.0	5.1	108	103	39.6	38.8	37.6
Mar.		2,220	2,021		4.7		116		38.7	38.6
Oct.-Mar.		10,815	10,888							
Apr.		2,099	1,982		4.4		113		37.5	38.9
May		2,277	1,987		4.7		117		37.3	39.2
Jun.		2,271	1,923		5.0		108		37.3	39.0
Oct.-Jun.		17,462	16,780							
Jul.		1,911	1,734		4.4		107		38.0	39.5
Aug.		1,829	1,558		4.2		107		38.2	39.5
Sep.		1,846	1,576		4.2		109		38.4	40.1
Season		23,048	21,648						39.1	38.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.



# SINGLE-STRENGTH ORANGE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 3

ECONOMIC RESEARCH SERVICE

Table 4.--SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	811	626	1,039	7.3	6.1	92	86	37.5	45.5	34.0
Nov.	714	594	998	6.5	5.9	88	86	38.8	43.9	34.0
Dec.	667	726	940	6.2	6.8	90	86	39.2	40.7	34.1
Oct.-Dec.	2,192	1,946	2,977							
Jan.	607	1,021	1,062	5.8	8.4	86	102	40.8	36.7	33.6
Feb.	645	1,066	1,094	5.9	9.9	89	89	42.0	37.0	33.6
Mar.		964	1,123		7.9		101		36.7	33.6
Oct.-Mar.		4,997	6,256							
Apr.		831	1,067		7.0		98		38.2	34.0
May		782	1,044		6.8		96		38.0	34.1
Jun.		801	1,037		6.8		95		36.8	34.1
Oct.-Jun.		7,411	9,404							
Jul.		733	1,046		6.4		94		37.2	34.4
Aug.		709	950		6.8		87		36.9	34.8
Sep.		716	952		6.7		89		38.0	35.5
Season		9,569	12,352						38.5	34.1

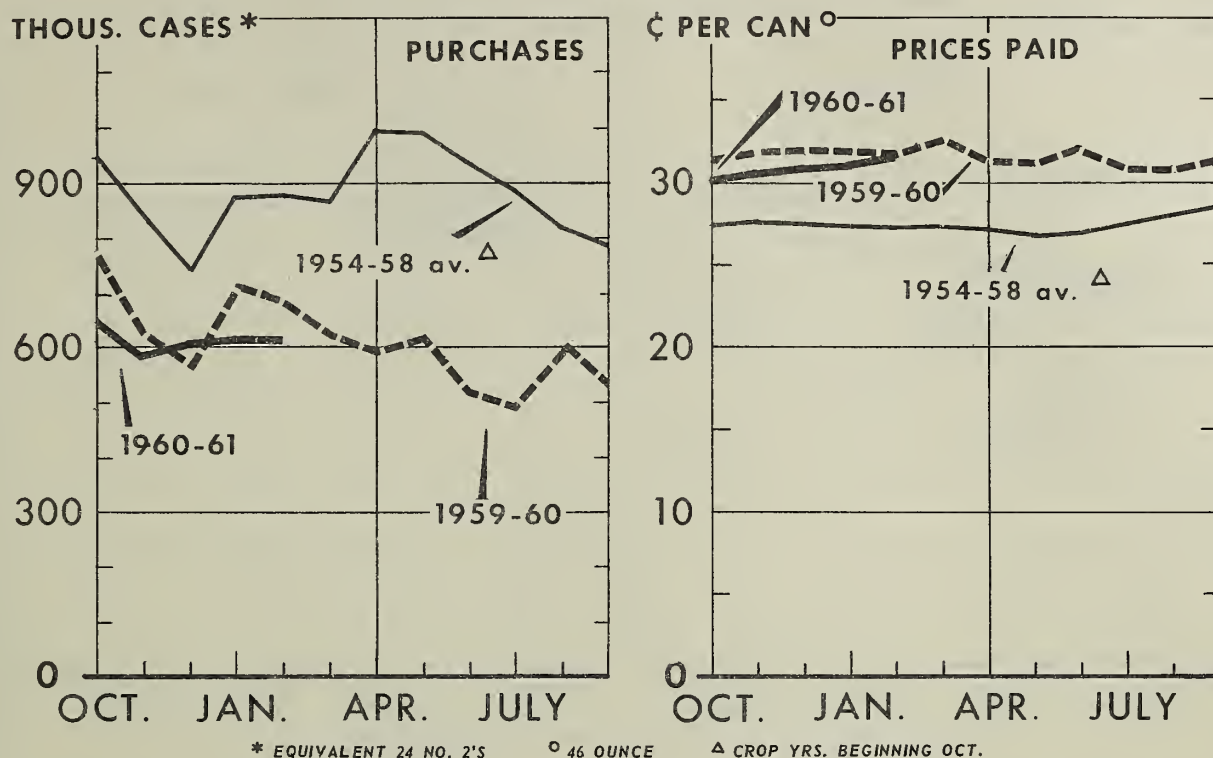
1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

Equivalent cases 24 No. 2 cans...432 ounces per case.



# SINGLE-STRENGTH GRAPEFRUIT JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 4

ECONOMIC RESEARCH SERVICE

Table 5.--SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

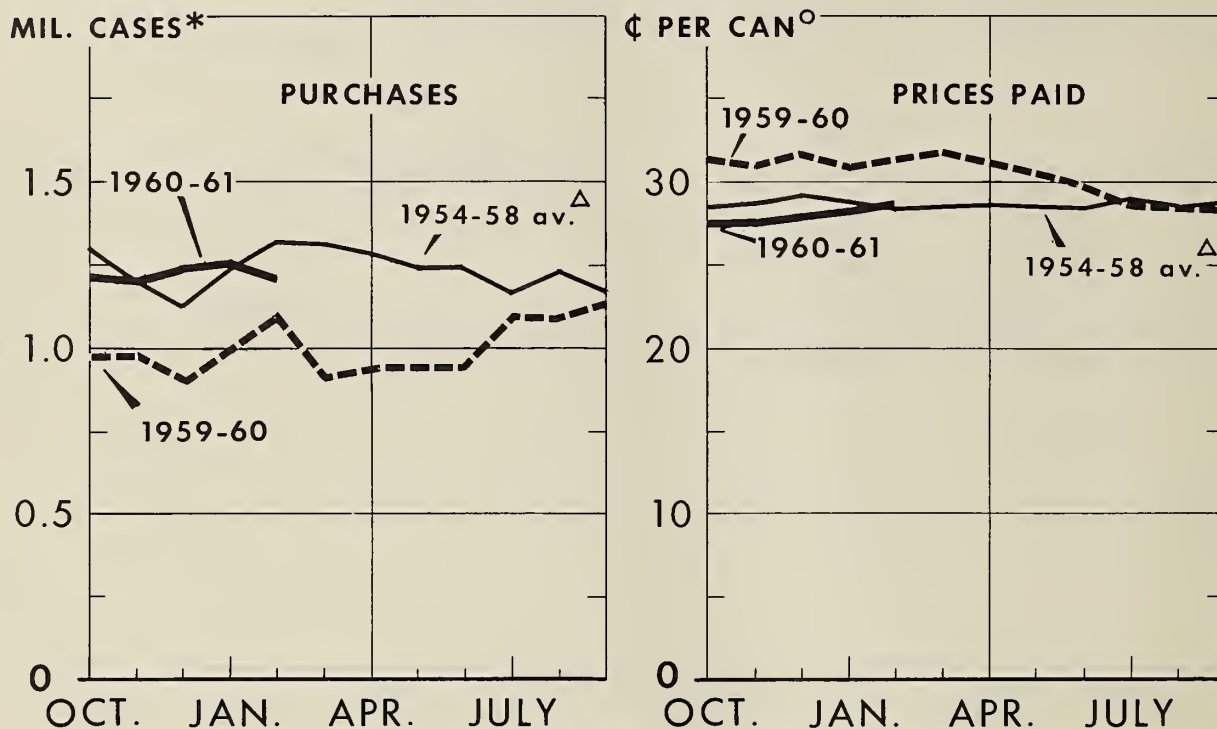
Period 1/	Total purchases 2/			Proportion of families buying 2/		Purchase per buying family		Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	648	773	942	5.5	6.5	97	102	30.1	31.2	27.4
Nov.	583	628	841	5.0	5.9	94	87	30.5	31.8	27.8
Dec.	606	570	744	5.0	5.5	102	88	31.0	31.9	27.6
Oct.-Dec.	1,837	1,971	2,527							
Jan.	614	711	878	5.4	6.5	89	91	31.1	31.9	27.4
Feb.	619	686	879	5.2	6.0	96	96	31.6	31.7	27.4
Mar.		624	867		5.8		85		32.7	27.4
Oct.-Mar.		3,992	5,151							
Apr.		597	993		5.6		85		31.5	27.1
May		618	989		5.3		100		31.3	26.8
Jun.		520	930		4.8		91		32.1	26.9
Oct.-Jun.		5,727	8,063							
Jul.		493	888		4.5		87		31.0	27.5
Aug.		600	819		5.0		100		30.9	27.9
Sep.		537	787		4.8		91		31.3	28.5
Season		7,357	10,557						31.6	27.4

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 6 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.

# SINGLE-STRENGTH PINEAPPLE JUICE

## Consumer Purchases and Prices Paid



\* EQUIVALENT 24 NO. 2's

<sup>o</sup> 46 OUNCE.

Δ CROP YEARS BEGINNING OCT.

U.S. DEPARTMENT OF AGRICULTURE

Figure 5

ECONOMIC RESEARCH SERVICE

Table 6.--PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

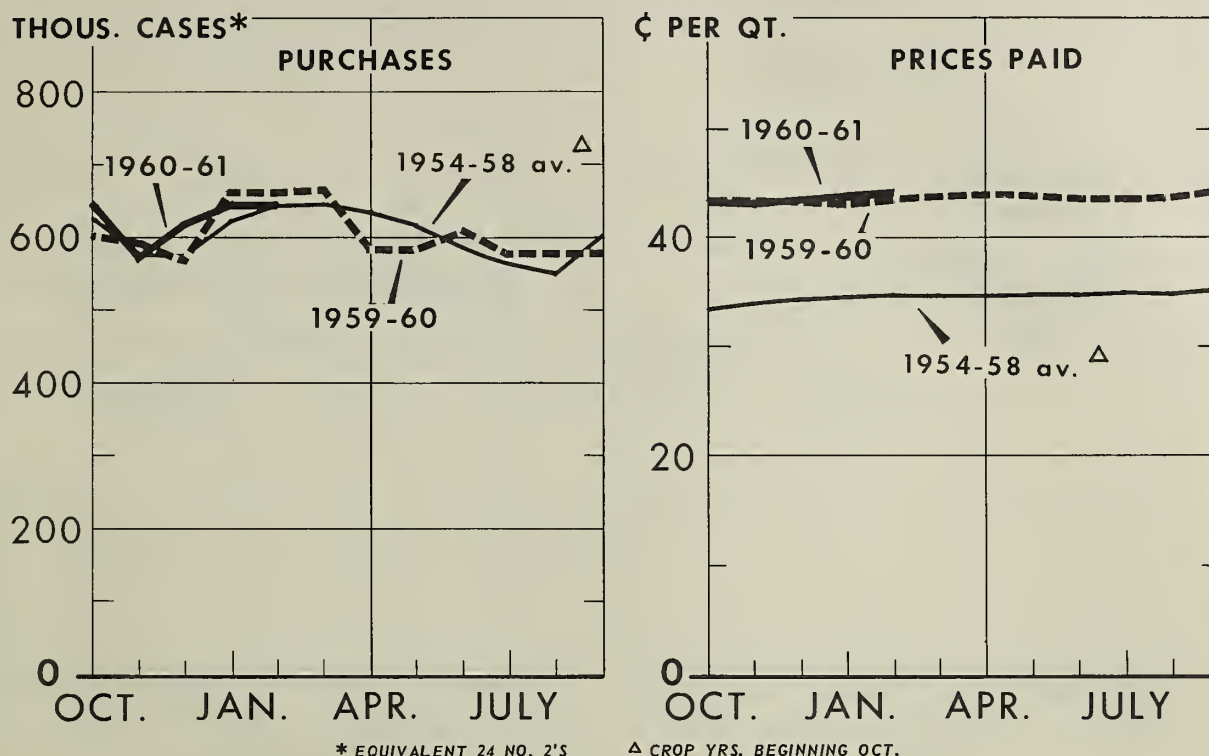
Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,214	975	1,301	9.6	9.2	102	88	27.6	31.4	28.7
Nov.	1,208	977	1,199	9.3	9.1	103	89	27.7	31.0	28.9
Dec.	1,232	907	1,128	9.6	8.8	106	86	28.0	31.7	29.2
Oct.-Dec.	3,654	2,859	3,628							
Jan.	1,255	986	1,235	10.7	9.9	99	84	28.3	31.1	29.0
Feb.	1,204	1,099	1,321	10.1	10.5	95	87	28.7	31.5	28.5
Mar.		915	1,315		8.6		90		31.8	28.6
Oct.-Mar.		5,859	7,499							
Apr.		933	1,281		8.7		90		31.1	28.7
May		940	1,246		8.5		93		30.7	28.7
Jun.		950	1,246		8.7		91		30.2	28.6
Oct.-Jun.		8,682	11,272							
Jul.		1,107	1,167		9.1		101		28.7	29.1
Aug.		1,090	1,221		8.8		99		28.8	28.8
Sep.		1,113	1,169		9.6		96		28.3	28.9
Season		11,992	14,829						30.5	28.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

Equivalent cases 24 No. 2 cans...432 ounces per case.

# PRUNE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 6

ECONOMIC RESEARCH SERVICE

Table 7.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases 2/			Proportion of families buying 2/		Purchase per buying family		Prices paid per quart		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	648	601	625	7.3	6.8	72	73	43.3	43.4	33.3
Nov.	570	598	579	6.4	6.7	72	72	43.2	43.6	34.1
Dec.	620	574	576	6.4	6.6	78	72	43.5	43.3	34.3
Oct.-Dec.	1,838	1,773	1,780							
Jan.	643	666	628	6.9	7.5	78	72	43.9	43.2	34.4
Feb.	643	661	643	6.9	8.0	74	68	44.1	43.4	34.7
Mar.		668	647		7.8		71		43.7	34.6
Oct.-Mar.		3,768	3,698							
Apr.		583	635		7.0		68		43.9	34.6
May		582	617		6.2		77		43.9	34.7
Jun.		606	583		6.5		77		43.5	34.7
Oct.-Jun.		5,539	5,533							
Jul.		574	563		6.2		76		43.8	34.9
Aug.		574	554		6.5		74		43.8	34.9
Sep.		577	603		6.5		73		44.0	35.0
Season		7,264	7,253						43.6	34.5

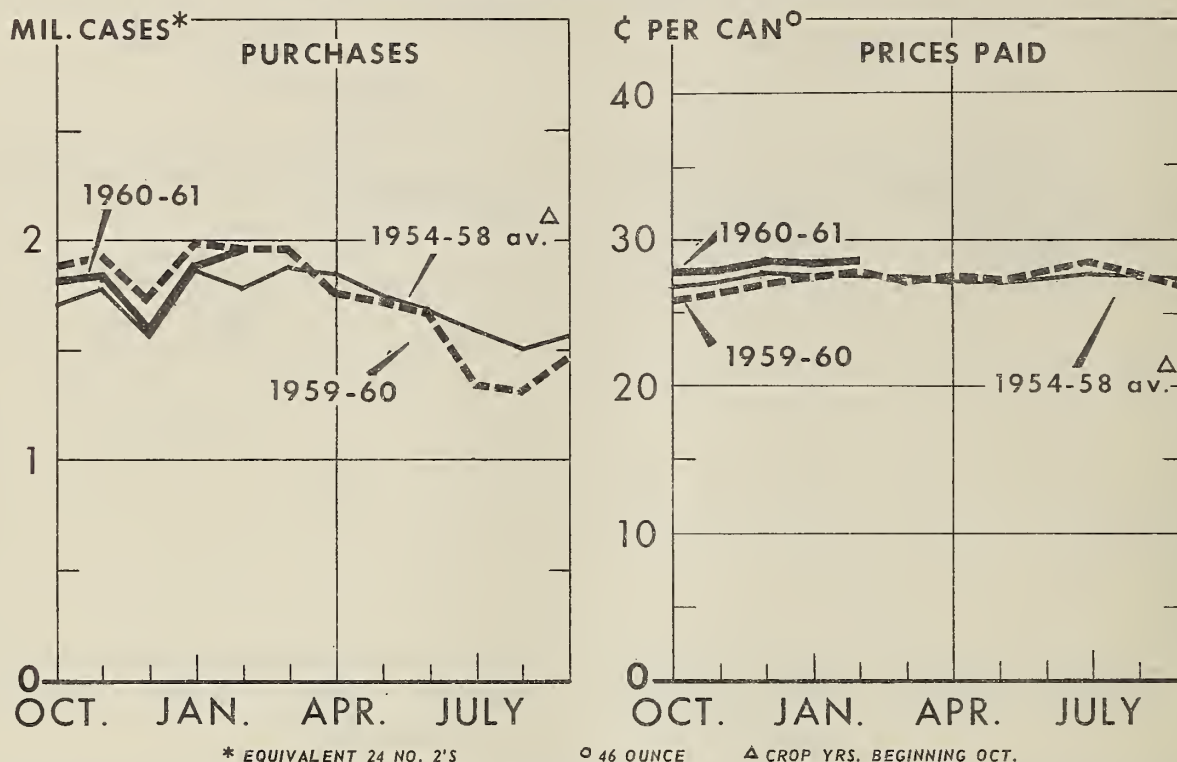
1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 7 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.



# TOMATO JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 7

ECONOMIC RESEARCH SERVICE

Table 8.--TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases 2/			Proportion of families buying 2/		Purchase per buying family		Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,815	1,875	1,690	15.2	16.1	98	99	27.8	26.0	26.9
Nov.	1,829	1,931	1,781	15.9	16.9	89	97	27.9	26.4	27.2
Dec.	1,580	1,718	1,573	14.7	16.3	90	90	28.5	27.2	27.8
Oct.-Dec.	5,224	5,524	5,044							
Jan.	1,871	1,989	1,860	16.8	18.5	88	88	28.4	27.5	27.7
Feb.	1,958	1,969	1,795	16.7	18.7	96	89	28.7	27.9	27.4
Mar.		1,958	1,889		18.0		92		27.3	27.4
Oct.-Mar.		11,440	10,588							
Apr.		1,741	1,853		16.5		88		27.6	27.2
May		1,712	1,757		15.8		92		27.4	27.1
Jun.		1,660	1,693		15.5		92		27.8	27.3
Oct.-Jun.		16,553	15,891							
Jul.		1,344	1,589		12.9		85		28.4	27.7
Aug.		1,341	1,505		13.3		82		27.6	27.6
Sep.		1,477	1,555		14.0		88		27.1	27.4
Season		20,715	20,540						27.3	27.4

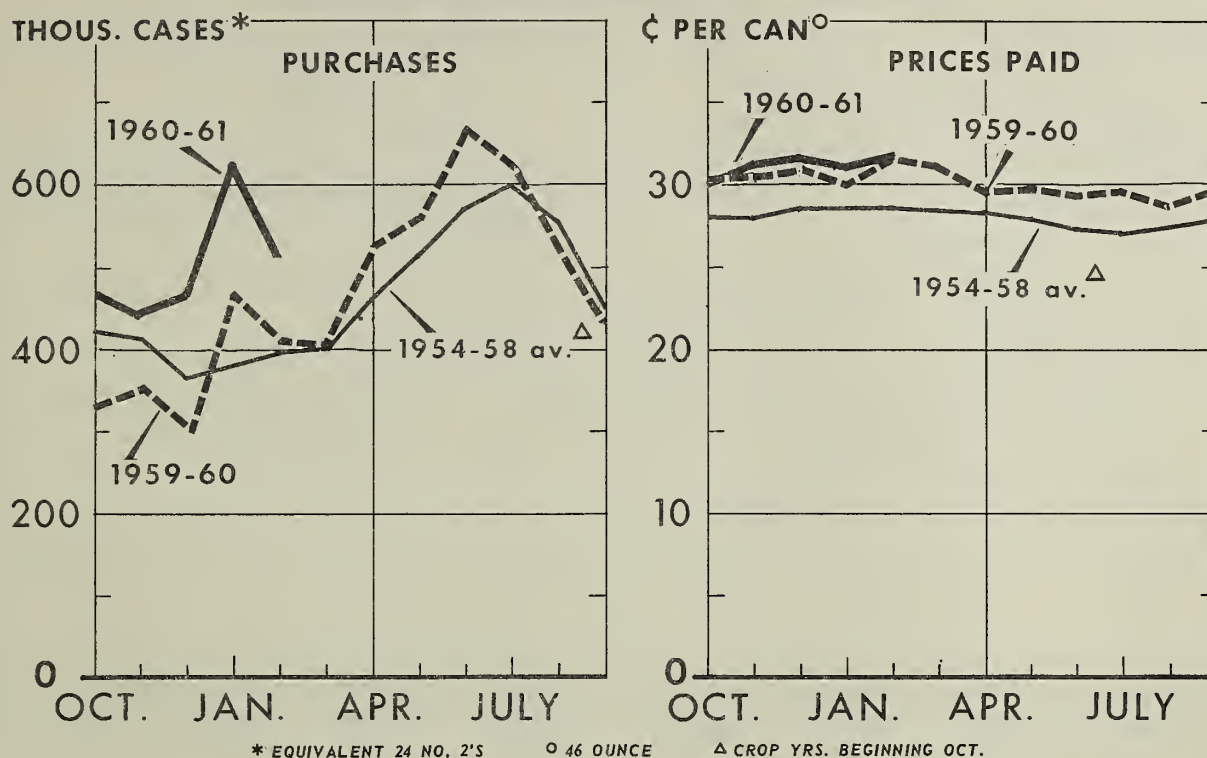
1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 5 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.



# SINGLE-STRENGTH ORANGE DRINK

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 8

ECONOMIC RESEARCH SERVICE

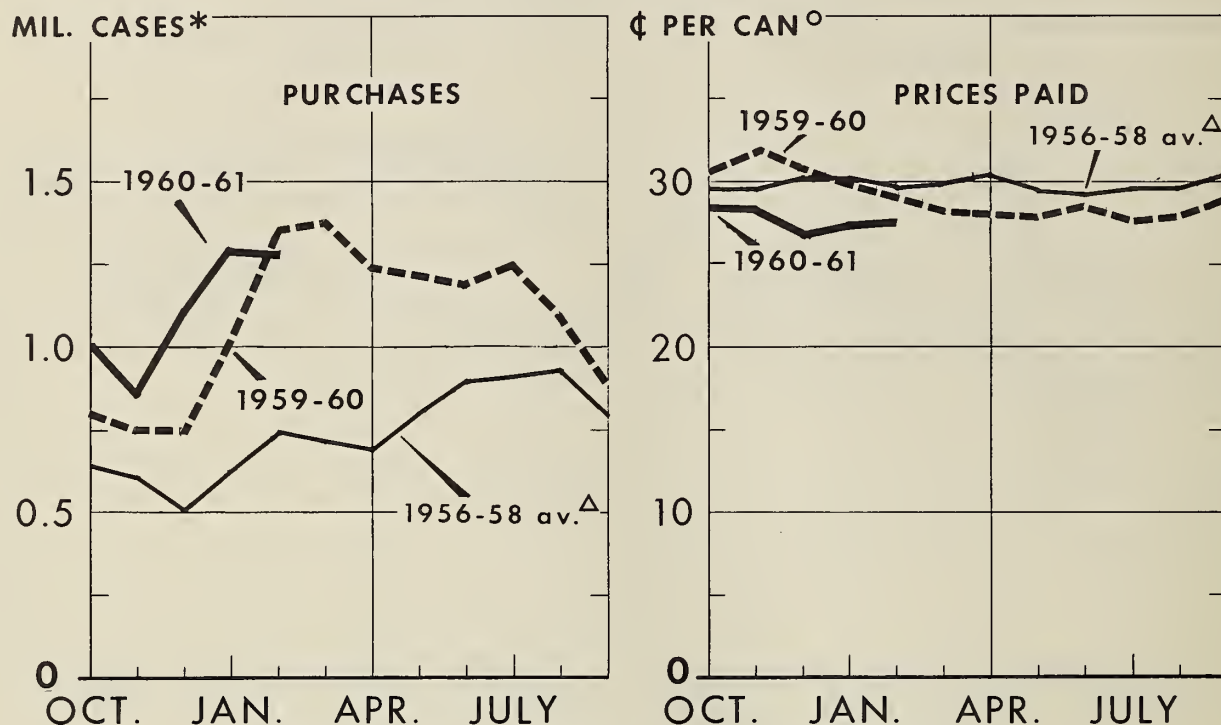
Table 9.--SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	469	331	422	3.3	2.3	117	117	30.0	30.2	28.0
Nov.	444	350	413	3.1	2.9	110	104	31.3	30.6	28.0
Dec.	466	301	365	3.3	2.4	113	107	31.6	30.9	28.6
Oct.-Dec.	1,379	982	1,200							
Jan.	628	466	384	4.5	3.4	111	109	31.0	30.0	28.6
Feb.	514	414	399	3.7	3.6	111	96	31.7	31.5	28.7
Mar.		404	403		3.3		106		31.2	28.4
Oct.-Mar.		2,266	2,386							
Apr.		524	466		3.7		115		29.8	28.2
May		563	516		3.8		124		29.9	27.9
Jun.		663	573		4.9		114		29.4	27.4
Oct.-Jun.		4,016	3,941							
Jul.		620	600		4.2		123		29.7	27.2
Aug.		528	557		3.9		114		28.8	27.4
Sep.		431	450		3.3		103		29.7	27.9
Season		5,595	5,548						30.0	28.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.  
Equivalent cases 24 No. 2 cans...432 ounces per case.

# PINEAPPLE - GRAPEFRUIT DRINK

## Consumer Purchases and Prices Paid



\*EQUIVALENT 24 NO. 2'S

<sup>o</sup>46 OUNCE.

<sup>Δ</sup>CROP YEARS BEGINNING OCT.

U. S. DEPARTMENT OF AGRICULTURE

Figure 9

ECONOMIC RESEARCH SERVICE

Table 10.--PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

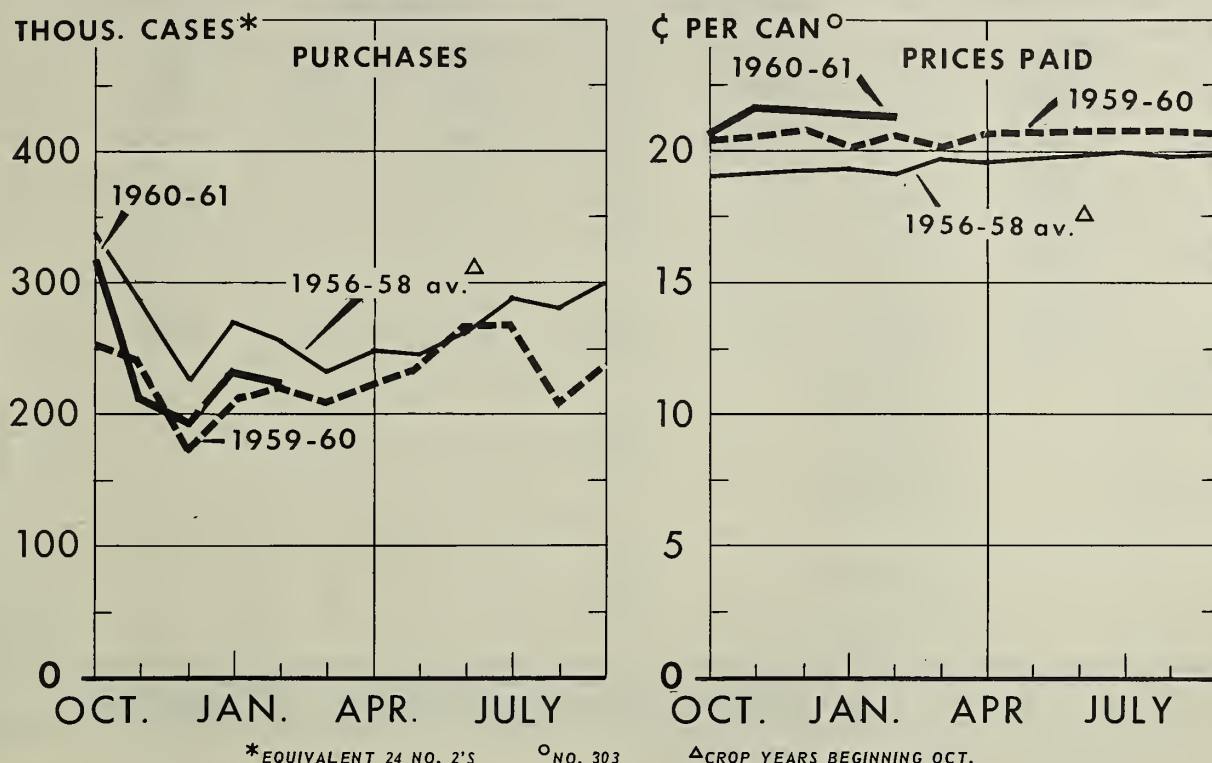
Period 1/	Total purchases 2/			Proportion of families buying 2/		Purchase per buying family		Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1956-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1956-58
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,012	801	643	7.2	6.9	118	97	28.5	30.7	29.6
Nov.	855	747	609	6.8	6.5	105	93	28.4	31.9	29.6
Dec.	1,115	749	506	7.6	6.3	123	100	26.8	30.8	30.2
Oct.-Dec.	2,982	2,297	1,758							
Jan.	1,302	1,018	628	8.9	8.7	124	97	27.4	29.9	30.2
Feb.	1,274	1,354	742	8.8	9.6	117	122	27.5	29.1	29.6
Mar.		1,388	717		9.9		118		28.3	29.9
Oct.-Mar.		6,057	3,845							
Apr.		1,235	688		8.8		115		28.1	30.3
May		1,216	812		8.8		115		27.9	29.5
Jun.		1,181	901		8.9		109		28.8	29.2
Oct.-Jun.		9,689	6,246							
Jul.		1,252	914		9.3		108		27.7	29.6
Aug.		1,097	939		8.5		107		28.0	29.6
Sep.		896	797		7.2		100		29.0	30.4
Season		12,934	8,896						29.0	29.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 5 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.

# CANNED GRAPEFRUIT SECTIONS

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 10

ECONOMIC RESEARCH SERVICE

Table 11.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per No. 303 can		
	1960-1961	1959-1960	Average 1956-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1956-58
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	318	252	337	5.1	4.5	57	53	20.7	20.5	19.0
Nov.	212	238	286	3.7	4.3	51	49	21.7	20.5	19.1
Dec.	193	174	227	3.4	3.6	51	46	21.5	20.8	19.3
Oct.-Dec.	723	664	850							
Jan.	234	210	270	3.9	3.7	54	52	21.4	20.2	19.3
Feb.	226	222	256	3.9	3.9	52	53	21.4	20.6	19.1
Mar.		209	233		3.5		57		20.2	19.6
Oct.-Mar.		1,305	1,609							
Apr.		220	249		3.9		52		20.5	19.5
May		237	248		3.7		61		20.5	19.7
Jun.		269	264		4.5		54		20.7	19.8
Oct.-Jun.		2,031	2,370							
Jul.		269	288		4.3		59		20.7	20.0
Aug.		208	282		3.5		54		20.8	19.8
Sep.		239	300		4.0		55		20.6	19.9
Season		2,747	3,240						20.6	19.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

Equivalent cases 24 No. 2 cans...480 ounces per case.



Table 12.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date 1/

Period 2/	Total purchases 3/		Proportion of families buying 3/		Purchase per buying family		Prices paid per 46-ounce can	
	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960
	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,458	1,379	18.0	16.8	67	70	36.5	37.8
Nov.	1,456	1,271	18.3	16.9	66	61	37.1	37.4
Dec.	1,510	1,291	18.2	16.9	66	63	37.1	37.6
Oct.-Dec.	4,424	3,941						
Jan.	1,462	1,495	18.6	18.5	64	69	37.9	37.1
Feb.	1,497	1,558	17.7	19.6	67	65	37.9	37.3
Mar.		1,562		18.7		71		37.1
Oct.-Mar.		8,556						
Apr.		1,513		18.7		68		37.4
May		1,555		18.8		67		37.3
Jun.		1,578		19.5		68		36.2
Oct.-Jun.		13,202						
Jul.		1,463		19.0		63		36.5
Aug.		1,316		16.9		65		37.3
Sep.		1,396		17.4		66		37.3
Season		17,377						37.2

1/ All juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 3/ October 1959-December 1960 estimates revised upward 7 percent to provide comparability with new sample. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date 1/

Period 2/	Total purchases 3/		Proportion of families buying 3/		Purchase per buying family		Prices paid per 46-ounce can	
	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960
	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,505	1,355	11.2	11.3	113	101	34.2	36.0
Nov.	1,307	1,293	10.1	10.5	109	102	34.5	36.1
Dec.	1,329	1,244	10.4	9.4	104	110	34.9	35.3
Oct.-Dec.	4,141	3,892						
Jan.	1,394	1,373	10.8	11.3	106	100	34.3	35.8
Feb.	1,530	1,495	11.4	11.9	109	106	34.1	35.5
Mar.		1,462		12.0		104		35.4
Oct.-Mar.		8,222						
Apr.		1,589		12.0		111		35.0
May		1,894		14.2		113		34.0
Jun.		2,149		15.9		111		34.0
Oct.-Jun.		13,854						
Jul.		1,787		13.1		110		33.8
Aug.		1,672		12.4		112		34.1
Sep.		1,539		12.0		102		34.4
Season		18,852						34.8

1/ All drinks other than orange and pineapple-grapefruit. 2/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 3/ October 1959-December 1960 estimates revised upward 13 percent to provide comparability with new sample. Equivalent cases 24 No. 2 cans...432 ounces per case.



Table 14.--TOTAL SINGLE-STRENGTH CANNED JUICES AND CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, and purchase per buying family, October 1959 to date

Period <u>1/</u>	Juices				Fruit drinks			
	Total purchases <u>2/</u>		Proportion of families buying	Purchase per buying family	Total purchases <u>2/</u>		Proportion of families buying	Purchase per buying family
	1960-61	1959-60	1960-1961	1960-1961	1960-61	1959-60	1960-1961	1960-1961
	1,000 cases	1,000 cases	Percent	Ounces	1,000 cases	1,000 cases	Percent	Ounces
Oct.	6,594	6,229	NA	NA	2,986	2,487	NA	NA
Nov.	6,360	5,999	NA	NA	2,606	2,390	NA	NA
Dec.	6,215	5,786	NA	NA	2,910	2,294	NA	NA
Oct.-Dec.	19,169	18,014			8,502	7,171		
Jan.	6,452	6,868	44.1	118	3,324	2,857	20.0	137
Feb.	6,566	7,039	43.4	125	3,318	3,263	20.1	137
Mar.		6,691				3,254		
Oct.-Mar.		38,612				16,545		
Apr.		6,198				3,348		
May		6,189				3,673		
Jun.		6,115				3,993		
Oct.-Jun.		57,114				27,559		
Jul.		5,714				3,659		
Aug.		5,630				3,297		
Sep.		5,816				2,866		
Season		74,274				37,381		

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 data revised.

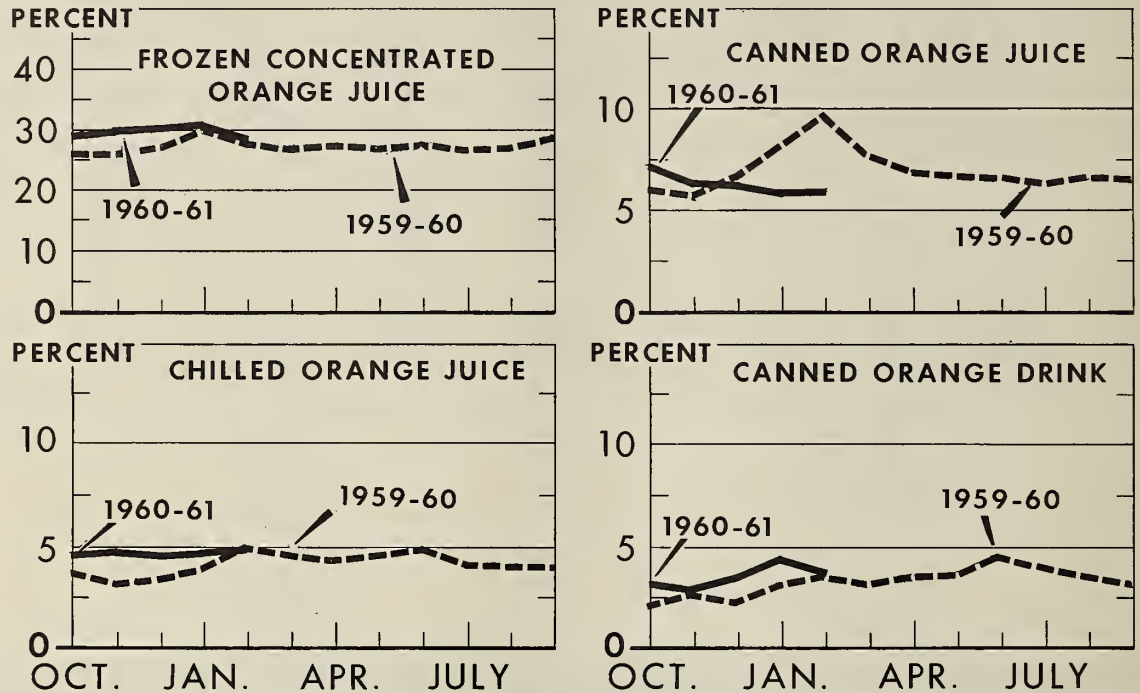
Equivalent cases 24 No. 2 cans...432 ounces per case. NA - not available.

Table 15.--Consumer purchases of selected citrus products as equivalent boxes of fresh oranges and fresh grapefruit, October 1959 to date

Period <u>1/</u>	Oranges						Grapefruit			
	Frozen concentrate		Canned single-strength juice		Chilled juice <u>2/</u>		Canned single-strength juice <u>3/</u>		Canned sections	
	1960- : 1959- 1961 : 1960		1960- : 1959- 1961 : 1960		1960- : 1959- 1961 : 1960		1960- : 1959- 1961 : 1960		1960- : 1959- 1961 : 1960	
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	3,774	2,996	474	375	365	274	480	570	221	182
Nov.	3,668	3,045	417	356	395	280	432	463	148	172
Dec.	3,731	3,376	390	435	367	273	449	420	139	126
Oct.-Dec.	11,173	9,417	1,281	1,166	1,127	827	1,361	1,453	508	480
Jan.	3,654	3,988	350	592	358	309	449	533	163	145
Feb.	3,579	3,789	372	618	391	370	452	514	151	153
Mar.		3,883		559		382		468		144
Oct.-Mar.		21,077		2,935		1,888		2,968		922
Apr.		3,619		485		363		442		153
May		3,503		457		394		458		165
Jun.		3,516		468		393		385		187
Oct.-Jun.		31,715		4,345		3,038		4,253		1,427
Jul.		3,414		428		331		365		187
Aug.		3,279		414		316		445		145
Sep.		3,651		418		319		398		166
Season		42,059		5,605		4,004		5,461		1,925

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ Based on yield of canned single-strength orange juice. 3/ October 1959-December 1960 estimates revised.

## PERCENTAGE OF FAMILIES BUYING ORANGE PRODUCTS

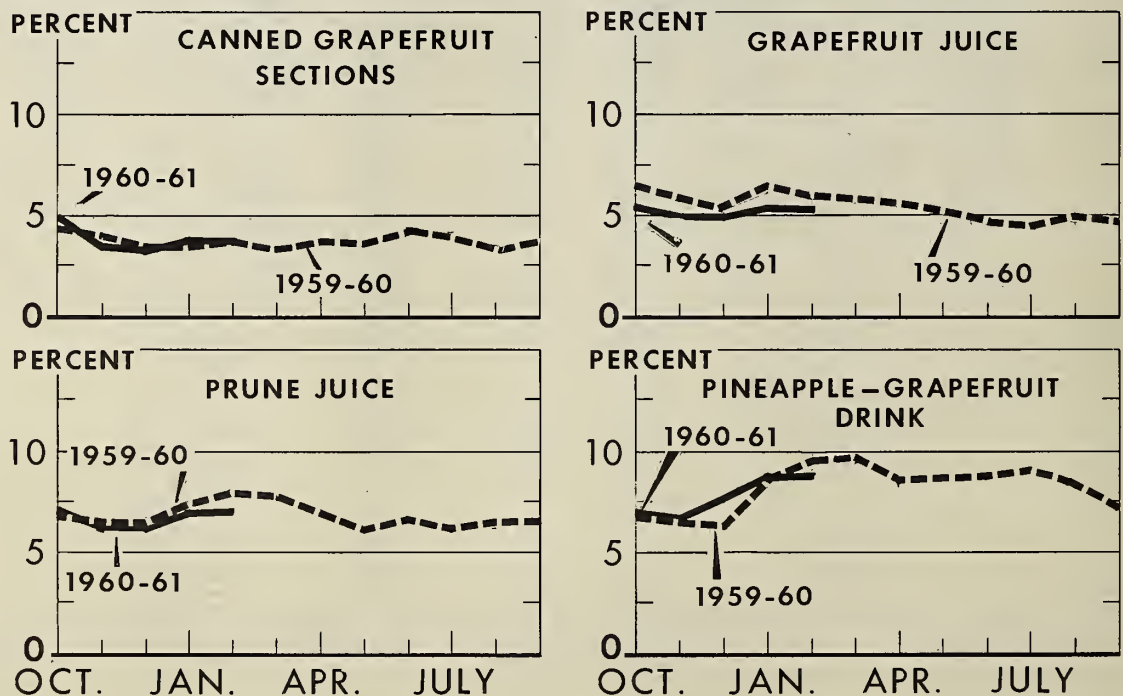


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Figure 11

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## PERCENTAGE OF FAMILIES BUYING GRAPEFRUIT AND OTHER PRODUCTS



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Figure 12

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